

Market Research Abstracts

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Journals and sources consulted

Abstracts in this issue have been derived from the following journals and other sources. American journals are marked with an asterisk.

Research

The Market Research Society Conference

European Research

Journal of the Market Research Society (JMRS)

*Journal of Advertising Research

*Journal of Marketing Research

Operational Research Quarterly

*Operations Research

*Journal of Consumer Research

Statistical

Oxford Bulletin of Economics & Statistics

*Journal of the American Statistical Association

Journal of the Royal Statistical Society

Series A (General) Series C (Applied Statistics)

Statistical News

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*Educational & Psychological Measurement

Human Relations

*Journal of Abnormal Psychology

*Journal of Personality & Social Psychology

*Journal of Applied Psychology

*Journal of Social Issues

*Psychological Bulletin

*Psychological Review

Economics/Marketing/Advertising/ Business management

ADMAP

Advertising

European Journal of Marketing

*Harvard Business Review

Journal of Industrial Economics

*Journal of Marketing

Management Decision

*Management Science

*Public Opinion Quarterly

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Journals and sources consulted

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Research

- Esomar Congress papers
- European Research
- Journal of the Market Research Society (JMRS)
- *Journal of Advertising Research
- *Journal of Marketing Research
- Operational Research Quarterly
- *Operations Research
- *Journal of Consumer Research

Statistical

- Oxford Bulletin of Economics & Statistics
- *Journal of the American Statistical Association
- Journal of the Royal Statistical Society
 - Series A (*General*) Series C (*Applied Statistics*)
- Statistical News

Psychological/Sociological

- *American Journal of Sociology
- *Behavioral Science
- British Journal of Psychology
- British Journal of Social & Clinical Psychology
- British Journal of Mathematical & Statistical Psychology
- British Journal of Sociology
- *Educational & Psychological Measurement
- Human Relations
- *Journal of Abnormal Psychology
- *Journal of Personality & Social Psychology
- *Journal of Applied Psychology
- *Journal of Social Issues
- *Psychological Bulletin
- *Psychological Review

Economics/Marketing/Advertising/ Business management

ADMAP

Advertising

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